

# Technical integrations

**How can Masita's technical requirements be integrated?**

*Available product analysis / Literature study*

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# Version history

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## Context

The goal of this research is to answer the following research question:

*"How can Masita's technical requirements be integrated?"*

Answering this question means I have to figure out how I can integrate technologies like a custom kit builder, and a link to other sales channels such as bol.com.

To do this, I will be using the available product analysis (Vogel, n.d.-a) method.

## Methods

### Available product analysis

I will be conducting available product analysis research to see which options I can use to integrate different sales channels and a custom kit builder.

# Results

## Available product analysis

### Sales channels

The most important external sales channel that should be integrated in the new webshop is bol.com. They have an official listing of channel integration partners like Channable, ChannelEngine, EffectConnect and more (*Koppel Je Webshop En Integreer Meerdere Verkoopkanalen - Partnerplatform, 2024*). The B2B store that is in development for Masita also uses Channable, and Masita employees have worked with this integration before.

Since Channable is favoured due to past experiences from Masita and Moonly, it is hard to overlook it as it is also a bol.com gold partner, which means the alternatives would need to have features that Channable doesn't have. Since i have chosen Shopify as the e-commerce platform based on my previous research about e-commerce platforms, the key features that the channel integration solution needs are:

- Sell products on Bol.com
- Sync stock between Shopify and Bol.com
- Sync orders between Shopify and Bol.com
- Sync returns between Shopify and Bol.com

It seems that all 3 of the major bol partners, Channable (*Channable - Partnerplatform, 2023*), ChannelEngine (*ChannelEngine - Partnerplatform, 2023*), and EffectConnect (*EffectConnect - Partnerplatform, 2023*) have these features.

In terms of pricing, Channable is the only one of the three that has a transparent pricing plan (*Pricing | Channable, n.d.*). ChannelEngine (*ChannelEngine Pricing - Choose the Right Plan for Your Business, n.d.*) and EffectConnect (*EffectConnect Prijzen - De Beste Integraties Vanaf 433 Euro per Maand, n.d.*) require a specific demo. It seems like Channable's pricing plans suit this project, which is confirmed by Masita and Moonly's previous experience with it.

### Custom kit builder

Before I started researching, I figured there would be npm packages for modules like this, possible with e-commerce integration such as shopify. I quickly found that it would instead likely need to be custom-made, similar to an article from Claudia Balk on building a custom e-commerce component with React (Baik, 2020). While this might need a bit more development time, it does give Masita the freedom and flexibility to expand upon it later on, as well as not being dependent on a package that could cease to exist in a couple years time due to lack of maintenance.

# Conclusion

## **Sales channels**

Due to Masita and Moonly previously having worked with Channable and this being a pleasant experience, it makes sense to use Channable again for the sales channels integration. It also supports all the feature requirements.

## **Custom kit builder**

As for the custom kit builder, it seems that based on a lack of existing packages the best solution is to develop a custom-made kit builder. Since I have chosen Hydrogen as the headless front-end solution, it means I have a lot of flexibility because I have access to all that React and JavaScript has to offer to develop this kit builder.

## Sources

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